



# INSPIRING COMMUNITY PARTICIPATION

Presenter: Jeff Franco, Vice President and Executive Director  
of City Year Washington, DC

Civic Leadership

## Lesson Description

Motivating people to come together to address an issue that affects their communities and their lives is vital to effecting change. This lesson examines ways to inspire citizens to take positive actions on their collective behalf and how to keep them involved for the long term.

## Learning Objectives

1. Why it's important to know your community and its needs.
2. How to overcome apathy or lack of interest.
3. How to build and maintain momentum.

## Discussion Questions

1. In what ways have you attempted to organize a community action? Describe the project and the actions you took and how you were able or unable to mobilize your friends, neighbors or colleagues.
2. Discuss what you would consider successful community actions or projects. What was the project and what do you think made it successful? How were the organizers able to get the community's support?

## Developmental Actions

1. Identify a community need or problem. Research and develop an idea for addressing the need by employing the information from the online course. Draft talking points for the recruitment of community participants. Create a list of milestones and actions to take to keep your volunteers/workers engaged on the project.

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### About the Video Presenter

**Jeff Franco** is vice president and executive director of City Year Washington, DC, a nonprofit organization whose teams of diverse young adults commit to a year of full-time service keeping students in school and on track to graduate. Franco has nearly 25 years of experience in business development and management and has a successful track record of implementing nonprofit strategic growth and corporate business development plans. Franco is a leader in Washington on education issues and an outspoken advocate for national service programs. His opinion articles have appeared in the *Washington Post*, and he has spoken on these issues on television broadcasts and in printed reports. Recently, he was invited by the U.S. Department of State to speak on City Year, AmeriCorps, service and volunteerism among youth in Paraguay and Argentina. He volunteers with Covenant House Youth Homeless Shelter, Food and Friends and DC Central Kitchen. Franco has an M.A. in international affairs and an M.B.A. from American University in Washington. He received his B.A. in political science, pre-medicine and Spanish from Fairfield University in Connecticut.

